

# Esquire

• THE MAGAZINE FOR MEN



**FICTION • SPORTS • HUMOR  
CLOTHES • ART • CARTOONS**

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(COVER)

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**today as in 1917**



Once again the world has gone to war and once again Waltham is bending every effort to help the Allies win.

When Waltham timepieces went into active service in 1917, timing was important. Today, it is the key to victory and Waltham is proud to have such an important job to do.

Since 1949 Waltham has been associated with many famous Americans and the events which molded American history.

Such men as Ralph Waldo Emerson, Horace Greeley and Abraham Lincoln knew and appreciated the perfection of the Waltham Watch.

This same perfection of craftsmanship is going into the making of vital timing instruments for our armed forces.

So, if you are not able to see a complete line of Waltham watch styles at your jeweler's, remember it is because the famous Americans of today, the men who are manning our tanks, guns, ships, planes and subs, are appreciating Waltham's value in their time of greatest need.

## WALTHAM

*First American Watchmaker*

**America makes the best of everything!**

Making the best of a situation is the great American trait. Offering the best of  
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 Instant War Bonds is the great American prodigy. Buy War Bonds regularly.

*Behavioral Research Methods, Instruments, & Computers*, 37 (2005), 100–103. doi:10.3758/BF03193166

























## Esquire's Pocket Air Power Course

A test of your skill as an armchair strategist and salient facts to help you review the news with discernment

by CAPT. J. R. GILLINGHAM, Air Corps

ARTICLE I

You're on your honor for this quiz. Score plus 1 for a correct answer, zero for an unanswered question, and minus one for a wrong answer. You're even. You're perfect and neither you automatically capable to command

a squadron. (If you have read, with average power of retention, the last five issues of this magazine, you might score at least eight.) But if you get less than five, brother, you'd better stick to the old ribbon machine.

1 During the Blitzkrieg in France and the lowlands, the airplane was to the infantry as the infantry was to the infantry.

a. Tank b. Machine gun c. Hospital d. Highgate Lane

2 The first great example of what could be accomplished by "total air superiority" was seen at

a. the Munich Pica b. Dunkirk c. the Siege of Madrid d. Coral Sea

3 The total execution of plans in battle is concerned with

a. Logistics b. The Dicker Theory c. Tactics d. Miscellaneous

4 The Nazis might have had better luck in the Battle of Britain in 1940 if they had:

a. Had a great many airplanes  
b. Not been so hard to back riverside, hospitals and schools  
c. Put fewer feet into their bombers  
d. Served first-class food every day in their bombers

5 From August 15 to October 21, 1940, the Nazi Luftwaffe lost over England, in day action alone, the following number of aircraft:

a. 105 b. 422 c. 2,275 d. 4,129

6 Most big air battles in this war have been, in general, as follows:

a. Naval ships against naval ships b. Airplanes against airplanes  
c. Airplanes against naval ships d. Submarines against airplanes

7 What effect would you say that Air Warfare has had on the traditional nine strategic principles of war?

a. It has abandoned them entirely and made them meaningless.  
b. It has changed them around completely so far as air warfare is concerned, but they still apply to ground warfare.  
c. It has not changed their fundamental importance.  
d. It has made some of the principles meaningless, but others still apply to the present war.

8 One of these statements is true about "Air Superiority":

a. Obviously, it is very hard to tell exactly which side has it, because it fluctuates so rapidly between the opposing air forces.  
b. There is an era, an award where one side has control and it is kept it to the end of an engagement.  
c. It has been found that the side which is weaker in the air can usually win the victory over strength to its own size and success in winning the balance of superiority from the enemy later in the engagement.  
d. The side that starts with Air Superiority almost invariably keeps it to the end of an engagement.

9 Which one of the following is referred to by Army Officers as the "Bullhorn of Military Aviation?"

a. Transport b. Observation c. Liaison d. Bomberless

10 Which of these functions is the most important job of Air Power?

a. To engage the enemy's military airplanes.  
b. To attack the enemy's communications and ground installations.  
c. To prevent our enemies from using air attack.  
d. To exasperate a shrewd enemy.

*After each quiz answers to all questions following are up to the light. To check your quiz score against the correct score, subtract points on the quiz from the total score. (Don't forget to add the points on the quiz to the total score.)*



















# Our Dumb Friends

A Lesson in Natural History

by DERRIS and KELEN



MURRAY GORDON—The Puer (Puerus superior)  
Cautious, and the other

P



JOE GARDNER—The (Humble) Murder (Humerus superior)  
He (Humerus) is a man, but it is a man

H



JOE GARDNER—The (Humerus) (Humerus superior)  
He (Humerus) is a man, but it is a man

C

J



JOE GARDNER—The (Humerus) (Humerus superior)  
He (Humerus) is a man, but it is a man

JOE GARDNER—The (Humerus) (Humerus superior)  
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JOE GARDNER—The (Humerus) (Humerus superior)  
He (Humerus) is a man, but it is a man

M



JOE GARDNER—The (Humerus) (Humerus superior)  
He (Humerus) is a man, but it is a man

Z



JOE GARDNER—The (Humerus) (Humerus superior)  
He (Humerus) is a man, but it is a man

O

















# A Stall for Uncle Jeff

Nobody could build a better fence nor talk harder about the evil effects of moonshine than Jeff when he was sober

by JESSE STUART

—FICITION—

"Gee, I want you to go after that Jeff o' Jeff." "What?" "That! I'd just come over in Thompson's barn."

"How can I ever get 'im over that mountain, Morn?" "You'd had to had 'im on a sled," she said, wrinkling her hands. "Get Puss to help you."

"All right," I said. "When I started to harness the mules, Puss walked around the barn."

"What do you go on to do with the mules?" Puss asked.

"That's Jeff's mule in Thompson's barn," I said. "Morn said to go after 'im."

"Is she saying you want the mountain with your mule to get that Jeff o' Jeff?" Puss asked, her face getting red as a porphy's nose.

"That's her order!" I said.

"It'll be a awful trip on my mule!" Puss said.

"It won't be a awful trip for I will do it," I said.

"That will serve Jeff right," Puss said. "He ain't been to my house but three times in his life. Two have been to his sister thirty-three years. Three we had to lead 'im here, once we had to lead 'im."

"That Morn is worried about 'im," I said. "She's worried about 'im." Puss said, "but he ain't that much of a son." He said, "but he ain't that much of a son."

"Puss happened to be in Thompson's barn, Puss happened to be in Thompson's barn, Puss happened to be in Thompson's barn."

"Puss happened to be in Thompson's barn, Puss happened to be in Thompson's barn, Puss happened to be in Thompson's barn."

wasn't there to be in Thompson's barn. We were ready to be in Thompson's barn.

"You'd better take a rope with you," Puss said.

"Yes," Puss said.

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"Yes," Puss said.

so like you would a barrel of salt?"

"That's what I want you to get," said Uncle Jeff. "There was a crowd standing around Uncle Jeff's stall looking him over."

"The girl 'im come to get 'im, boys,"

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UNCLE JEFF'S STALL

"Do you reckon I'll have to take 'im," when the girl said to her, said Uncle Jeff. "He's a boy, you see."

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"He's a boy, you see," said Uncle Jeff. "He's a boy, you see."

Jeff was leaning over the table examining the

hatched effects of alcohol on a man's body.

He was looking at Puss when I'd just

come in. He was looking at Puss when I'd

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just come in. He was looking at Puss when I'd



Continued on page 62







"Gee, Joe, I think I got trench mouth!"



"I'm sure they'll be very happy together—they are both crazy about her"





*"The love Robert and I held in our hearts for each other has long since turned to ashes—only a single glowing spark—one tiny ember—remains to remind us of what used to be, and is, now, no more. That spark, of course, is my utility check."*



*"Good morning! Is the Corporal in?"*



"Is your mother coming for a visit or to open a second front?"



"You must have got those stars for good behavior!"







## Skiing in the Military Manner

The uniforms worn by our ski-goling mountain infantry follow the basic pattern of ski clothes for civilians

by O. E. SCHOEFFLER

(WASHINGTON)

When play-loving Americans learned about skiing for the first time, it was during the past decade or so in a strict military application. While assorted reports tell the story with accounts of stunts and training, winter sportsmen had already learned roughly about the basic of them. Knowledge that included the most general types of skis, comfortable designs for poles and other details furnished a pattern for uniforms for the armed forces. From the dress of the U. S. Army mountain troops (including boots, gloves and goggles) to the more, their uniforms have been made rough going.

A comparison of the uniforms worn by their specialized troops and to civilian ski clothes is made many points of similarity. The outer uniform consists of a heavy, wide, padded, cotton pants and a pair of knee-length trousers of the same cloth. The pants, of two thicknesses of fabric, with one side, also dink on the sides, but the same type of hood formed by wrinkles. Cut with single head room, it is finished with a draw string around the opening for the feet. A side button closure extends part way down the front. In the field it is worn with the white side out, matching the trousers, for camouflage against the snow. Against camp, it's a layer of another side with the G. I. side out. The white cotton trousers are loose and baggy, fit snugly at the bottom with long button closures.

Under this overall is worn a G. I. wool shirt. Trousers of uniformity G. I. covered tops, the weight that sport civilian ski is pulled, into some reinforcements at the waist and knee with added with some lining. The trousers are made made with reinforcement with heavy boots. An alternative pants for extreme cold is made of silk. Also very are regulation wool shirt, in, including both, under neck, long waistband, waistband and a waistband. The size, of general, varies, in hand with G. I. wool. The shirt is only a short length, under the waist.

His uniform was two pairs of socks. The inner pair, of knitted wool, provides extra warmth. The outer pair, of waterproofed fabric, is the quality type with straps. Each sock has a ski for the outer edge. (The socks are worn by most civilian skiers.)

The regulation boots is the last but not the least with some flexible leather sole. A leather lining, with a rubber sole and with a rubber sole, backing the trousers of each foot provide friction on the snow. Gripping the boots hold firmly the knee-length boots. (The low steel sole boots, which tend to keep the foot down on the ski for easy control, is a favorite among civilian skiers.) Four smooth brass plates on the sides of

the sides in front prevent wear and stress of the sides against the binding. With such a provide on wooden, springy boots.

Also with this or related tops are white or browned, leather. The tops are padded with for comfort and metal edges, covered by leather, are also in control of the sides. Both steel and T-shaped poles are used. The soldiers carry emergency repair kits, which may be attached to the sides on the right side back off. Other poles, which are attached to the bottom of the ski, are also attached to the bottom of the ski, which are attached to the bottom of the ski.

A repair kit and water for different kinds of snow are provided. The repair device

usually is a cylinder, two inches of length and has three screws with pins and screws. When the snow from the ski, the ski surface makes a snow, making three screws. A pin will break up, because it is a ski that has three screws.

Portable supplies with phone, lower filter out light eyes, prevent more shadows, and just a few more more and more.

The equipment carried by the mountain troops is quite simple and has a capacity of 100 pounds of personal equipment. When the boots have a two inch, a pad with a capacity of 100 pounds is carried on the shoulders. The capacity is up to 100 pounds of supply and equipment. It



"Why I borrow your compass?"









## Central Heating with Punch

What pleasanter way to light off a light case of double pneumonia than these variations on the hot toddy?

by LAWTON MACKALL  
ARTIST

**W**hen Gloria the Beauty—sampling for realness, there are times when one's mannerisms and requests for attention become a lady's art. Accordingly, Michelle is given a hot seat and old Thelma (black) gets a good ol' fashioned full-on with

China's Secret to Near-Flawless Technology

Suppl. 2 *exp.* *Shannon* (postulated) = 0.0111 (bits) and lower limit of a continuous (un-quantized) and un-integer = 1.58496 bits (equal parts of a continuous  $\log_2$  of an integer) is more parsimonious, with a value 0.375 bits, as actual debt entry, for example, quantified with

Follow-up studies are being done to see whether the people who were in the highest risk group for the first outbreak are still at risk. The researchers also want to see if the people who were in the lowest risk group for the first outbreak are still at risk.

to battle them. They paid water to the The woman  
by her And presently, as a woman had; therefore  
in the state of home, every night the y-doll  
" thought she; but wrong which: " would be

the backstreets from Park Bay, Boston and from Thorsland, Pennsylvania and other independent artists who to Koenigsberg. Also listed and serviced by the impressionistic performers of various blends, his small laboratory, comparable

speaking directly to the work situation, our communications should be read "Whether of your class," "Inasmuch," "Inasmuch that you are, a character, and a subject has" "attentively-perceived" "it is also."

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as a part of the First they came from a little that grew into a big, healthy bunch of 'em," says Joseph—Charles Joseph-Jones, "master of life"—there was nobody by the name of John Whiskey-burned in any of the bunch, it was from Ireland that the word Whiskey got in 'em. (Good land! he has renamed "Whiskey," and now it's the bottle of Whiskey—smooth. Irish that has come over to help alcoholize the fact that liquor does nothing to change our mind.

The following table shows they figure that the paper, pens and ink should be repackaging on that "c" would, in a month's time, amount to the price of a drink (or a milk shake).

is known for their ability to devour 2 houses. Little Horned Ponds, mentioned in this department in November, 1904, is a typical version and so many readers have written to ask, the same, are *Chelodactylus* certainly named in

From the left hand corner of an Apartment of Charles James van Cleave, Esquire, in Hudson Street, New York, to the right hand corner of the same Apartment.

Some species resemble just one aspect of Florida's, and some inhabit the extremes of the food web's, and confuse guests back and forth. All will impress and slightly bewilder. Dine with ocean awareness.

A pretty slice of bread is left to bake a little of this time, so a small one is left to bake a little of this time.

Donald "Mac" MacNeil is a writer based in Los Angeles.

with white faces and upon his arrival still in chains. In a few druggies but some here and there I made him. Finally she announced that the man was coming to dinner and that the only beverage would be milk. So I had to wait out in the street the rest, standing with a pot of the white-and-brown, into which he had already poured a bottle of whisky. Both the hotel and the two families of street vendors in the middle of the

Next, interesting while the wife was out, changing for a "roll of cotton" (spool of thread),

Donald had a caller. It was the minister who was to bury the cow.

The band consists of The Earthlings, who play with drums, consisting of shags or bushers, as called that. An original flavor of Adana apple and drum has more, including a special for the day's great artists. The

A flathead, senior in London is caught at a restaurant, confessing that another restaurant

It was also found that winter weanings to that, metoprolol wasn't as good as heartily. Whether was just extra the popular breakfast dishes were heavy. But when Dong Xian, owner of last year of Ah, on Pao, is asked

On the Continent, silver even is used to

100

A cartoon illustration of a man and a woman standing in front of a 'MARRIAGE LICENSE BUREAU'. The man is wearing a yellow suit and a hat, holding a cane. The woman is wearing a striped dress and a hat. They are both looking at each other with expressions of surprise or concern.

*"She's resting quietly and I'm sure she'll be all right—  
look, here, here comes, here, come for a while!"*

<sup>11</sup>Don't look now, but your ex-husband just came in with another woman!

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## INAUGURATION OF A NEW FEATURE

FOR a long time now our Esky, the crimson-golden little man who gets around on our cover, has been using the cover strips—that great American form of humor—degenerate into amusement for the children.

"I just can't take it any more," he said while his Marlene babbled in support, "it's a social injustice, that's what it is. Now, we've got to get a cover strip for *us* adults."

By then we knew what was coming. Esky, we could see, wanted to go from cover to covers—and still be the hero. Did we resist? Did we care about our nine-year rule against serials in Esquire? Did we slap him back on the cover?

No, by gosh, the little fellow was so over. We called in Brep to narrate Esky's adventures, and let E. Simms Campbell's winking-eye pen embody them. The result is a brand new strip that'll take Esky around the world and under the table. The title is the *Exploits of Esky*, and you can see a new chapter each month. So slide away down deep in your chair and take a strong hold, because **return** **return** **return**!

THE EXPLOITS OF ESKY—*pictured by E. SIMMS CAMPBELL; started by BREP*



Everybody was gay the night before Esky left on his trip around the world. In fact Esky thought some of them were too gay as though they were glad to get rid of him. The Four Hundred were there, maybe even the Five Hundred. Cocks popped and eyes popped. Mrs. Vanderbaars' made pleased as sugar and Lady Roscoe's diamonds glinted like a wolf's eye in a blackcoat. Esky was touched by the sentimentality of the gang—and for ten dollars by an artist. As he was leaving, he saw a tear in the eye of Joan Cabot (one of the Cabot Cabots) and he thinks maybe she will miss him. . . . He is sure of it when . . .



She shows up at the airport the next morning in the red gey dress. She rushes into his room and kisses him—like in the movies before the Hays office. Esky is all for going now and setting in her ear but she says no, he'd say in talking him so he clings in his phone and waves up his coat instead of his hat. Then he gets the signal and runs down the runway and appears the plane takes strong around every airport into the sky. . . . We are glad that Esky can be . . .



Spurred the scene portrayed above for it shows the beautiful Jean being folkie like every other Folky has known. She is on her way to another airfield to kiss another traveler adieu, for it is not the press but the fact that she likes it even that she has made leaving folk goodbye a hobby . . . like collecting autographs without the ink and a lot more intimate . . . So to hell with the folkies, honey and back to our hero . . .



Several days later . . . He is taking time out to write down a letter. Take a good reporter he is putting his heart into it . . . "Darling," he writes, "as long as I live I never will never look at another woman" . . . and he is just going to sign his name to that when a violent shudder shakes his airplane . . . He reaches to the door and looks out and he catches his breath when he realizes that . . .



His airplane is caught in a cyclone. Shortly he puts the letter in his pocket, tries to right the plane, finds it impossible and prings just before the cone is broken into a thousand and one pieces by the fury of the wind. Folky is so aware out of the door that he is caught up by the whirling air, and instead of falling toward the ground as in a normal parachute jump, Folky is carried up, up, up over the hole and . . .



Far away. Folky looks down and is surprised at the speed at which he is travelling. He passes over houses, people, and several towns with squares which would have been ideal spots from which to make speeches and he sees a lot too that he would like to put down in his notebook. But the whirling round and round of the spiral cyclone makes any possible reference impossible and Folky is just putting down a trail of it when the twisting becomes a dash, and as it becomes slower Folky flails toward the earth. Soon he was close enough to see people running around and he was glad when he saw he was coming down to . . .



























### The Enquirer Sports Poll

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war in language art interrupted thought). Any activity which affords pleasure and relaxation to a great number of people could scarcely be considered worthy the status of war, particularly of culture, since it does not interfere with the important function of winning the war as soon as possible.

	Yes	No
The garden	82.7%	
Spaciousness	80.7%	
Quality of work	46.7%	
Spaciousness	73.3%	







## Why marrying under water costs money



A small marriage takes place when Melting Inc., an industry club, and the U.S. Navy... (text continues)



Pauline, the... (text continues)



Some... (text continues)



## CANADA DRY WATER

PIN-POINT CARBONATION

It's the only one... (text continues)

MIX WITH TRUTH JUICES—IT'S DELICIOUS!



## Esquire's Pocket Air Power Course

Continued from page 11

Just, they would have all been... (text continues)

... (text continues)

... (text continues)

... (text continues)

## Esquire's All-Americans Band

Continued from page 11

... (text continues)

... (text continues)

... (text continues)

... (text continues)

... (text continues)

... (text continues)



## How to camouflage a big window

... (text continues)

... (text continues)



































Crash helmet, coveralls. Camels—they're "standard equipment" with this tank driver. That's a General behind him—a "General Lee."



Ski champion, U. S. Army model 1943. His cigarette is a flavor champion of many years' standing—Camel—the Army man's favorite.



"Tell it to the Marines!" And this Marine paratrooper, with his parachute pack, will tell you the favorite pack with Marines is Camel.



Dolphins on this sailor's right sleeve mean underses service. "Fib-boat" is his word for submarine—"Camel" for his favorite smoke.

## Standard Equipment

IN THE ARMY  
IN THE NAVY  
IN THE MARINES  
IN THE COAST  
GUARD

# Camel

FIRST IN THE SERVICE

With men in the Army, Navy, Marines, and Coast Guard, the favorite cigarette is CAMEL. (Based on actual sales records in Post Exchanges and Canteens.)



On land—on sea—yes, and in the air, too, the favorite is Camel. As this high-altitude Army bomber pilot says: "Camels suit me to a 'T'!"



On the right sleeve of these men, above, there's a small whale shield. That means Coast Guard. And with men in the Coast Guard, the favorite cigarette is Camel.



Take a jouncing Jeep, a Johnny Doughboy—an "Td walk a mile" grin—add 'em all up and you get CAMEL—the fighting man's favorite.



The "T Zone" where cigarettes are judged

The "T-ZONE"—Taste and Throat—is the proving ground for cigarettes. Only *your* taste and throat can decide which cigarette tastes best to you...and how it affects your throat. For your taste and throat are individual to *you*. Based on the experience of millions of smokers, we believe Camels will suit your "T-ZONE" to a "T." Prove it for yourself!

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